

# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
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December 29, 1997



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Mr. D. Cook  
CONSOLIDATED INDUSTRIES

**FEBRUARY: DORAL B2G1F PROMOTION #800017**

Dear Don:

I have ordered **575** SKUs of Displays (item #536510) for you to pack this Promotion for McLane-Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling the displays.

All displays will need to be back at McLane no later than **February 16th** in order for McLane to begin shipping displays to retail.

Product Arrival @ McLane: **January 26th**  
Displays Arrival @ Consolidated: **January 29th**

<u>Doral</u>	<u>#/ (6M)</u>
<u>Brand Styles</u>	<u>Cases</u>
Light	38
Lt 100	36
Lt Men 100	36
FF 100	24

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Consolidated  
B2G1F

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP  
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*  
*LIST*.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS: 2 DORAL LT/ 2 DORAL LT 100/ 2 DORAL LT MEN 100/ 1 DORAL FF 100
  - \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.  
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY)

If you have any questions, please contact me. As always, thanks for your assistance in the  
marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

w/ State Display List  
cc: P. Cox

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## McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

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ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

FEBRUARY: DORAL B2G1F / PROMOTION #800017

RETAIL DISTRIBUTION DATE: 2/16/98

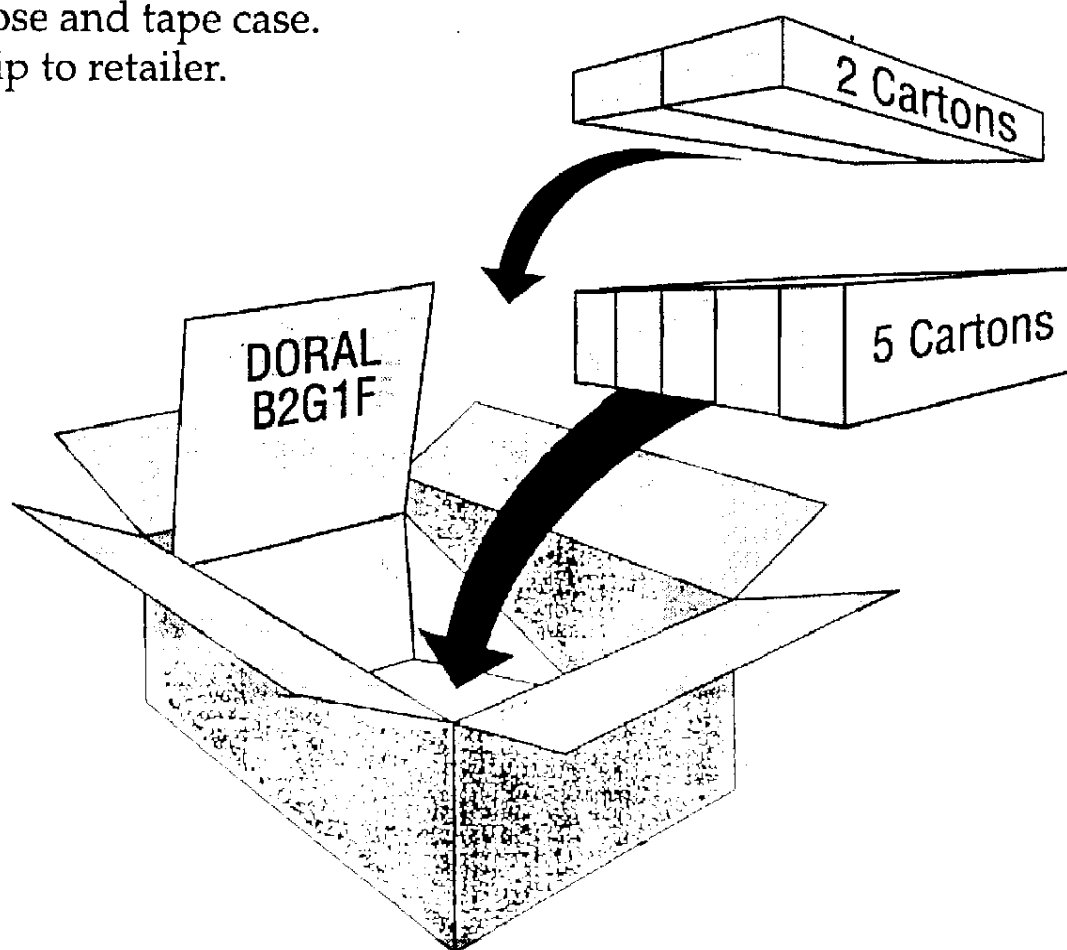
NUMBER OF DISPLAYS PER GROUP PER STATE

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ SUNOCO	173	See List	258		2					8	5		243		
AMOCO	56	1	56							27			29		
BP OIL	44	1	44										44		
COASTAL MART	28	See List	45							10			35		
COUNTRY FAIR	69	See List	81								12	7	62		
HESS MART	7	See List	13							2			11		
HESS STATION	46	1	46							17			29		
7/11 - HANDEE MART	24	1	24									1	9	14	
INDEPENDENTS & SMALL CHAINS	11	1	11				2			4			5		
TOTALS	458		578	0	2	0	2	0	0	68	17	8	9	472	0

## February DORAL B2G1F

*(Buy 2 Packs Get 1 Free—Pack Outlets, CTS Pack)***STEPS**

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item:** # 536510 – Pack Outlets**Item:** # 536744 – CTS Pack**Description:** DORAL B2G1F Display/POS kit

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Brand Style	<i>Light</i>	<i>LT 100</i>	<i>LT MEN<sub>100</sub></i>	<i>FF<sub>100</sub></i>	<i>ULT LT<sub>100</sub></i>	
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>12</i>	<i>X</i>	

# February Gets Even Better With This Free Pack When You Buy Two Promotion!

Your customers will love getting more of their favorite savings brand with this Free Pack When You Buy Two promotion. This special promotional kit includes prepackaged 3-pack sleeves complete with their own 21-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

## Paster



Free Pack When You Buy Two Paster and Counter Display help alert your customers to this great savings opportunity. Paster is easy to install at 11.5" x 10". And the display is small enough to fit perfectly in your store.

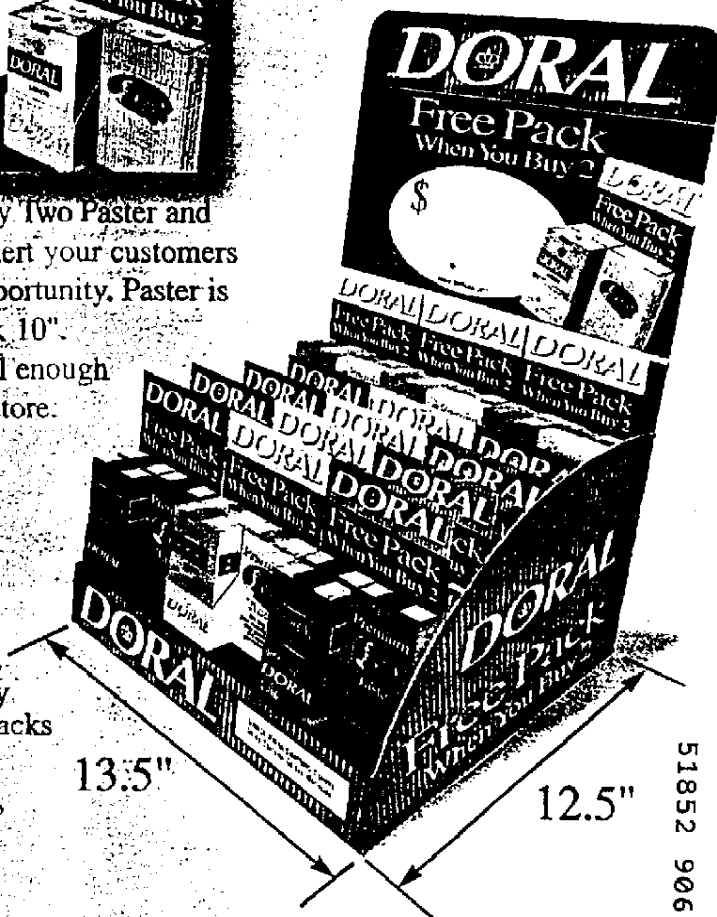
## Details -

- 7 Cartons per SKU
- 21 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 2 packs of Doral, get 1 pack free



3-Pack Sleeve

## Counter Display



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## MESSAGE CONFIRMATION

DATE:01/06/98 TIME:10:15

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
01/06	10:11	03'41"	3154250461	G3-S	005	OK